



LEROY D. BACA, SHERIFF

**County of Los Angeles**  
**Sheriff's Department Headquarters**  
4700 Ramona Boulevard  
Monterey Park, California 91754-2169



October 8, 2010

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

**"EYES ON THE ROAD"**  
**DISTRACTED DRIVING EDUCATION AND**  
**ENFORCEMENT PROGRAM**

Distracted driving can cause death and injuries and is a major concern for anyone who navigates the roads in and around Los Angeles County (County). The Los Angeles County Sheriff's Department (LASD) and the Los Angeles County Department of Public Health (DPH) are joining together to combat this important issue.

The LASD and DPH are developing a collaborative plan to address the issues surrounding distracted driving. The plan will include public education to increase awareness of the hazards of distracted driving, as well as enforcement. It will also include information and education for all County employees, urging them to set a positive example to Los Angeles County residents.

According to the United States Department of Transportation, there are three ways distracted driving can affect a driver. Distracted driving can affect your visual acuity (taking your eyes off the road), your manual dexterity (taking your hands off the steering wheel), and your cognitive process (focusing your attention on something other than driving). Using a cell phone to text, while driving, encompasses all three of these distractions. People who text while driving are 23 times more likely to be involved in a vehicular crash.

The National Highway Traffic Safety Administration (NHTSA) recognizes distracted driving as a major public safety issue. According to the Fatality Analysis Reporting

*A Tradition of Service*


System, in 2008, driver distraction was reported to have been a factor in 16 percent of all fatal crashes. Additionally, an estimated 21 percent of all injury crashes were reported to involve distracted driving. The age group with the greatest proportion of distracted drivers was the under-20 age group.

The LASD has been vigorously enforcing the state of California's cell phone law since it was enacted on July 1, 2008. With a total of 232 traffic enforcement units assigned throughout the County, Sheriff's deputies wrote 25,864 cell phone violation citations in 2009, an average of over 111 per traffic deputy.

From a public health perspective, distracted driving is a widespread problem that requires ongoing action and education. Through this campaign, the LASD and DPH will work together to do the following:

- Declare the week of October 17-23, 2010, as the "Eyes on the Road" Distracted Driving Education and Enforcement Program Week;
- Continue to strictly enforce existing cell phone laws;
- Work with the Chief Executive Office to identify opportunities to further educate County employees on the dangers of driving while using a cell phone – e.g., include information regarding campaign efforts on County pay stubs;
- Develop and distribute educational letters and legal updates to County employees on distracted driving issues;
- Work with various schools throughout the County to educate students on the hazards of driving while distracted;
- Contact cities that contract with the LASD and encourage them to join in the campaign;
- Issue public health informational pamphlets throughout the various public health clinics, other County health locations, and through key partners;
- Reinforce the County's policy on the use of cell phones while driving; and
- Collaborate with driver education schools to reinforce the importance of this issue.

Sincerely,

  
LEROY D. BACA  
SHERIFF

  
JONATHAN E. FIELDING  
DIRECTOR AND HEALTH OFFICER